

# Manussanun Buranachokphaisan

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## Executive Summary

Data and AI leader with 11 years of experience — from senior engineering to directing teams of up to 11 across high-growth tech companies. Has built and scaled data platforms from the ground up, shipped production ML and AI systems, and helped shape data-driven cultures across fintech and e-commerce domains. Particularly focused on building strong teams: known for identifying potential, growing engineers, and turning team capability into measurable business value.

## Skills

<b>Cloud &amp; Infra</b>	GCP · AWS · Terraform · Docker · Kubernetes · Vertex AI · Databricks
<b>Data Engineering</b>	Apache Spark · Airflow · Kafka · Apache Iceberg · Trino · dbt · DataHub
<b>AI &amp; ML</b>	LangGraph · Google ADK · LLM APIs · scikit-learn
<b>Languages</b>	Python · SQL · Go
<b>Practices</b>	Medallion Architecture · Data Lakehouse · CDC · MLOps · Data Governance · Agile / Scrum

## Experience

### Investic Analytics Studio | Bangkok, Thailand

*Feb 2025 - Present*

#### Independent Data & AI Consultant

Led end-to-end data and AI delivery across multiple client engagements in healthcare, fintech and e-learning sectors

#### AI-powered Social Intelligence Platform (SET-listed client)

- Led project end-to-end as both data engineer and project manager — gathered requirements, defined timelines, and coordinated across data engineering, AI, backend, and frontend teams
- Built a multi-source data ingestion pipeline covering 8+ platforms (public/private channels) using Apify and Playwright
- Developed a FastAPI LLM microservice with 13 LangGraph agents covering sentiment analysis, marketing campaign tracking, investor relations, quantitative analysis, and RAG-powered chatbot

#### Multi-Agent AI Content Generation Platform (E-learning client)

- Acted as tech lead and project manager — audited a legacy single-agent backend, made the architectural decision to fully redesign the AI system, and owned client-facing technical communication
- Built a production AI system on Google ADK that transforms text/PDFs into slides, videos, infographics, and interactive HTML using 8+ orchestrated sub-agents on Vertex AI Agent Engine

### Thoughtworks | Bangkok, Thailand

*Apr 2024 - Oct 2024*

#### Lead Data Consultant

- Supported pre-sales for government and finance clients by scoping requirements, designing technical solutions, and writing proposals
- Built a PoC and demo for a modern data platform on Databricks
- Conducted gap analysis, technical scoping, and risk assessment for data platform migration

### NocNoc | Bangkok, Thailand

*Jan 2023 - Mar 2024*

#### Director of Data Engineering

Grew the Data Engineering team from 2 to 7 engineers through hiring and onboarding, overhauling data infrastructure and improving platform scalability and reliability. Reported directly to C-level stakeholders and aligned the data roadmap with business priorities

- Replaced a non-scalable Python-based pipeline system with a fully redesigned Data Lakehouse on AWS (Apache Iceberg, S3, EMR with Spark + Trino, Glue catalog, EKS), restoring platform scalability as data volumes grew
- Managed AWS infrastructure as code with Terraform, enabling automated deployments and reducing manual errors
- Designed and built an in-house Spark ETL framework using Medallion Architecture with Airflow, enabling faster and standardized pipeline development across the team
- Redesigned data models and standardized formats across the warehouse, resolving critical data quality issues that had been blocking reliable analysis for business users
- Implemented a DataHub data catalog, enabling self-serve data discovery for business users and improving upstream lineage visibility for faster incident debugging

## **LINE MAN Wongnai | Bangkok, Thailand**

*Sep 2020 - Dec 2022*

### **Data Engineering Manager (Aug 2021 - Dec 2022)**

Led an 11-person Data Platform & Engineering team, responsible for building a scalable data platform and delivering high-quality data to support fast business decisions. Presented data strategy and platform updates directly to C-level leadership

- Managed platform budget and led cost optimization across infrastructure and headcount
- Re-architected data pipelines, reducing AWS costs by 30%
- Pioneered data observability by introducing DataHub for metadata, lineage, and catalog management
- Partnered with the data protection team to establish org-wide data governance

### **Senior Data Engineer (Sep 2020 - Jul 2021)**

Built and maintained batch/streaming pipelines, backend services for data products and ML applications, and monitoring using Airflow, Kafka, Spark Streaming, Python, Go, Grafana, and Sentry

## **FINNOMENA | Bangkok, Thailand**

*Jul 2017 - Jul 2020*

### **Head of Data (Jan 2019 - Jul 2020)**

Led a team of data analysts, scientists, and engineers to build a data-driven culture using large-scale data

- Built and deployed production ML models across core business functions — customer segmentation, channel engagement, lead scoring, asset prediction, and recommendations
- Migrated ad-hoc SQL batch pipelines to Spark on GCP Dataproc, building a scalable, cost-optimized data platform that powered dashboards and automation for customer acquisition and operations teams
- Worked with product and business teams to define data capture strategy for analytics and insights
- Built data inventory, mapping, catalog, and classification framework, and established governance practices to ensure company-wide PDPA compliance

*Also served as Lead Data Scientist (Apr 2018 – Dec 2018) and Data Scientist (Jul 2017 – Mar 2018), building recommendation systems that doubled CTR, a LINE chatbot for live users, and analytics dashboards*

## **NEC Corporation | Tokyo, Japan**

*Apr 2015 - Mar 2017*

Delivered energy management solutions for customers in India, working with local business units and IT partners

- Developed predictive ML models for air-conditioning systems and designed energy management systems achieving up to 15% energy reduction in simulation
- Filed a patent application for the associated invention

## **Certification**

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- Databricks Certified Data Engineer Associate
- Databricks Certified Data Engineer Professional
- Google Cloud Professional Data Engineer
- Passed Level I of the CFA Program

## **Language**

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Thai (Native), English (TOEIC: 910), Japanese (JLPT N2)

## **Education**

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### **The University of Tokyo | Japan**

Master of Science (M.S.), Information Science and Technology

*GPA 3.81, 2013 - 2015*

### **Chulalongkorn University | Thailand**

Bachelor of Engineering (B.Eng.), Electrical Engineering

*GPA 3.96, 2008 - 2012*

## **Honors & Awards**

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- Japanese Government Scholarship (2012-2015)
- First class honors with gold medal in Electrical Engineering (2012)